* What is your general advertising strategy?

Target teachers and parents (the ones with buying power, but not the target demographic). Facebook Ads to target adult users of social media. Magazine ads to target both parents and teachers (Reader’s Digest, Arizona Educators Association Magazine, other education- and parenting-focused magazines)

* + How will your advertisements best reach your target market?

Target the buyers where they are and when they’re most thinking about how the product could serve them. If a parent or educator is already reading an education-focused magazine then they’ll likely be more open to reading an ad about an education-focused product.

* + How will your advertisements best express your brand identity?

Show children having fun in a classroom environment, being well behaved and engaged. Show the simple UI and a teacher easily guiding the child through the lesson. Express the ease of use as best as possible in the ad format.

* + Provide a sample of what your advertising might be like.

TODO

* + How much should you spend on advertising?
  + Use the Dorfman-Steiner Theorem from the text.
    - Assume advertising elasticity of demand to be constant.
    - Assume that for every 4% change in advertising spending, you will see a 11% change in demand.

That’s an AED (advertising elasticity of demand) of 11%/4% = 2.75% = 0.0275

* + - Use your costs from your previous reports.
      * When calculating cost to produce for each item, assume you will reach your target volume.
  + Show and describe your steps.
    - Remember this report is aimed at an executive who does not know any of the terms or calculations used in these statistics.
      * You need to explain it to them in a way they will understand.
* Research and describe at least 3 possible solutions for where to spend this advertising money.
  + Examples: Facebook Ads. Reddit Ads. Google AdWords. Unity Ads.
  + What are the costs?
    - Are these CPM/CPC/Something else?
  + Assuming you reach your target volume in sales how much advertising will this buy you in each medium?
    - For example: You will get 10,000,000 Facebook Ad Impressions

**AEA Advocate** Magazine – Targets Arizona educators. ~32,000 circulation. ~$1,500 per full-page ad. Delivered quarterly.

**Facebook Ads** – Can target different groups. Average CPC for Education segment: $1.06. Average CPM: $7.19.

**Google Ads** – Can target different groups. Average CPC for Education segment: $2.40 (search), $0.47 (display). Average CPM: (varies wildly)

* What is the Average Acquisition cost of each customer? (Hint: Review Chapter 5)
  + Assume your number of customers is your target volume, and you spend the amount calculated here.